

Y. W. C. A.

Membership vary in various countries.

72 yro. Can. 45 Assoc. in Can.

Adaptable to community needs - Suit locality.

Aim - initiate new products.

Training of domestic workers.

Camping - 1910 Couchiching (Girls)

Est. hostess houses at all military camps.

31 in Can. from registered houses.

Secretaries + volunteers

Dancing for Soldiers + Sunday teas + Sing-Songs.

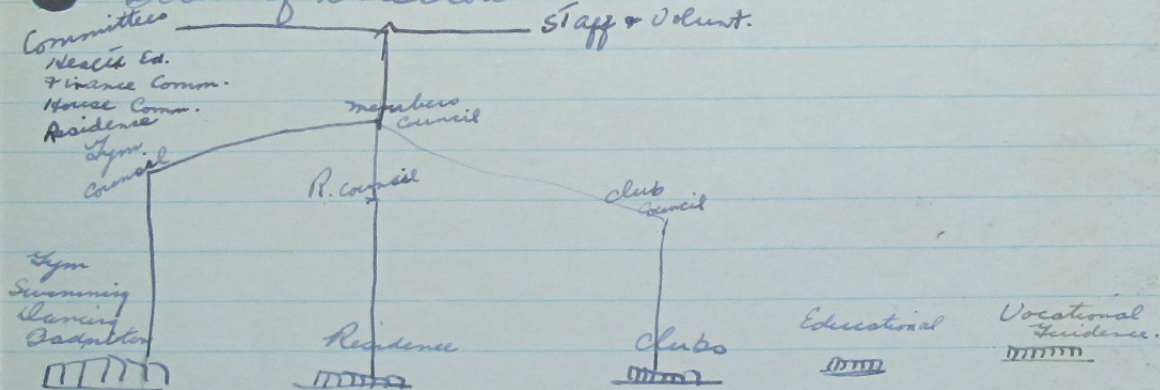
to Farm Service, financed by Govt, run by "Y".

Also land Army.

Staff of Local Branch

Secretaries + volunteers.

Board of Directors - executive.



Working Philosophy help indiv to take part in community.

Gym exercise

to make friends.

Connecting link betw world + Can. assoc.

Geneva - world council, temporary in Washington.

52 national assoc.

Margaret Sumner.

1. Teaching.
2. Administration.

1st 2 weeks - Classes should start 15th Sept. - 'cause school start

Telephone various classes.

Newspaper advertising. - Spend as much as can.

Community contacts. - Work thru girls themselves.

Schedule -

For new job stick pretty closely to old form.

Let girls suggest time for their classes.

Ask questions - what & when they want.

Keep schedule free at beginning of year.

Keep one night off & stick to it.

Publicity -

Pay for folders & all "ad" out of say \$1.50.

Can get write up in Small town paper. Imp.

To keep y.w. name b4 public. Write up all parties, etc of y. First I who. know newspaper editor of womens page! ask for help, etc.

Satisfied customer is best means of advertising & publicity.

Let in touch with home & school clubs & talk.

Make "Display Ads" - sound smart, etc.

Get Good phrases in "Vogue" Mademoiselle etc. Snappy ones.



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